



News from
Councilmember Todd Gloria

City of San Diego

MEDIA RELEASE

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Pride Flag Monument Approved for Hillcrest
Flag Pole will be Installed at University Avenue at Normal Street

SAN DIEGO, CA (May 15, 2012) – The San Diego City Council today approved a site development permit for the installation of a flag pole, which will hold a Pride flag. The project, proposed by the Hillcrest Business Association, was approved 7-0.

“The rainbow flag represents tolerance and diversity, and the struggle for equality for the LGBT community,” said Councilmember Todd Gloria. **“With this flag, Hillcrest is sending the message that the neighborhood stands for the principles of acceptance and inclusion.”**

The Pride Flag Monument was endorsed by the Hillcrest Town Council and Uptown Planners, and many local residents and business owners. The 65' high flag pole will be located in the median on Normal Street at University Avenue in Hillcrest. The base of the flag pole will include a monument and seating elements. The project is expected to be complete by this year's Pride week in July.

The project is entirely funded by private donations, and the culmination of improvements in the local business corridor, which have included the replacement of the Hillcrest sign and decorative median lighting.

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